



Midwestern State University
Gordon T. & Ellen West College of Education

KNES 4523 Mgmt./Admin Recreation-Leisure Services (16-week course)

Dr. Carrie Taylor

Spring 2021

CONTACT INFORMATION

Office: Camp Jolly (Ferguson 320 Birdwell Hall)

Office Hours: Monday Wednesday 8:30-10:30
Tuesday 12-1

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CONTACT PREFERENCE

If you cannot stop by the office, my preferred method of communication is by email. I check my email throughout the day (MTWR). Do not expect a response during the evening hours or over the weekend. I generally do not pay attention to the phone, so if you call and leave a message, you may not receive a return call.

Instructor Response

During the week, I will typically respond to your emails within 24-48 hours. Any emails received over the weekend will receive a response no later than Tuesday, 8 AM. Emails received on holidays typically will receive a response no later than 8 AM on the second business day after the holiday.

COURSE MATERIALS

Internet access and computer

TEXTBOOK

Hurd, A., Barcelona, R., & Meldrum, J. (2020). Leisure services management.
Champaign, IL: Human Kinetics

RESOURCE

Purdue OWL: APA Formatting and Style Guide
<https://owl.english.purdue.edu/owl/resource/560/8/>

COURSE DESCRIPTION

Explores organizational management and administration issues related to recreation and leisure services.

LEARNING OUTCOMES

1. Students will discuss the difference between leadership and management.
2. Students will discuss the difference between being a leader as opposed to being a manager.
3. Students will demonstrate an understanding of legal issues and trends.
4. Students will identify organizational structure and culture.
5. Students will discuss problem-solving and decision making related to sports management.
6. Students will identify the evaluation process and why it is relevant.
7. Students will discuss risk management in relation to sports and leisure studies.

ELEMENTS OF THE COURSE

Syllabus

The syllabus provides general information about the course, assignment expectations and requirements, and assessment information. It is subject to change based on the progress of the course.

D2L Dropboxes

A drop box will be created for each assignment requiring submission. Google Sites will be used for added information and directions for assignments, you will need to have a Google Account.

Technology Skills

- Must be able to send and receive email and must check email 4 to 5 times a week
- Must be able to create, send and receive Microsoft Word, Excel, Publisher or PowerPoint documents and log in to your Google Account to access Google Sites
- Must be able to utilize MS use Google email system, which is your my.msutexas.edu email
- Must be able to use Desire 2 Learn portal
- Must be able to download and utilize Flipgrid
- Must be able to appropriately use internet links and websites

Communication Policies

- Before emailing me, make sure to follow the “Three then Me” rule. The “Three then Me” rule says that you search for your answer regarding the course in at least three other places before emailing me.
- For example, if you have a question about an assignment, you should consult your syllabus, your grading scale or rubric, or the assignment description on D2L.
- Remember, check three sources before emailing me your question. It is very likely you’ll find the answer and not need to email me. If you don’t find the answer and need clarification, feel free to email me.
- During the week, I will typically respond to your emails within 24-48 hours. Any emails received over the weekend will receive a response no later than Tuesday by noon.

LEARNING ACTIVITIES AND ASSESSMENT

Part 1- Chapter 1-2

Syllabus

Assignment 1 - Flipgrid Introductions (20 points) Due: January 13th

- Download Flipgrid App
- Do a 1 1/2-3-minute introduction of yourself to the class
- Comment on two classmates using the 3 C's and 1 Q.
- Flipgrid code 2daf74c5

Assignment 2 - What type of leadership style do you possess or that you would like to develop: Flipgrid & Feedback (50 points) -Due January 20th- 2 page-paper Flipgrid response is due 21st by noon.

- Research Modern Leadership Theories found in Chapter 1 and through your research of peer-reviewed articles. Your style is not limited to the ones discussed in Chapter 1.
- Our personal type of leadership trait is usually a combination of at least two different ones. Often within our field, the leadership trait is very similar as we are in a serving type profession.
- Write a concise 2-page-paper on your leadership style, our leadership style is always in development. Why do you feel it is your style of leadership? Why do you feel it will help you be successful? Do you see any weaknesses within your style of leadership? What strengths do you find? Do you think the strengths and weaknesses accent each other and if so how?
Do you think anything in your life has encouraged this style of leader you desire to become?
- Have an additional three (2) outside peer-reviewed resources to supplement your findings from chapter 1. Use APA formatting.
 - Use Flipgrid to discuss your leadership style or desired leadership style. Including the points within your paper. A 3-5minute presentation required.
- Respond to two classmates Flipgrid. Use the 3 Comments and 1 Question. Ensure you do all 3 comments on what they shared and 1 quality question. Flipgrid Code is 22899feb

Assignment 3- Management Style (50 points) Due January 29nd by 10 pm. Flipgrid peer-response for 2 peers by noon the 30th.

Chapter 1 and 2 & Google Sites <https://sites.google.com/view/knes-4523/assignment-3>

- Submit a 2-page paper clearly articulating your management philosophy and why. Also, discuss why that management philosophy will be beneficial in the sports and leisure fields.
- Submit a Flipgrid articulating your management philosophy within a 3-minute time frame.
- Flipgrid Code. 49837257

Part 2 - Chapters 3-6-& 9

Assignment 4- Compare and Contrast Vision, Values, and Mission statement. Google Slide or PowerPoint Presentation
(50 points) - Due: Feb. 5th

The assignment is a Google Slide or PowerPoint Presentation, covering vision, mission, strengths, weaknesses of Mace as a manager. The values of his organization from three perspectives, leaders, members, and society and whether he is efficient or effective as he operates his business. This is to present to a board of a small business association for a learning opportunity.

Assignment 5 Sara Hayes-Job Description (30 points) - Due: Feb. 17th

Develop a job description for a board member. Include roles, responsibilities, and specific items that will guide the behavior of board members. Be sure to look through Chapter 10 to determine what things should be included in the job description.
The description must contain the 7 core elements:

Part 3 - Chapters 7, 8, 9, 10, 11, 12, 13

Assignment 6 & 6a - Planning & Decision Making/ Problem Solving- Due March 8th and Flipgrid Peer-response Due. Feb 26th. Flipgrid Response due by 27th at noon.
100 Points

- Redbird Arena- Provide the University President your recommendation in a Google Slide or PowerPoint Presentation by following the steps in the problem-solving model. Also, present a Flipgrid pitch to the board regarding what is the plan of action they should take and why, more concise than your PowerPoint Presentation.
- Peer-review two peers after you do your Flipgrid with the 3 C's and 1Q model.
- <https://sites.google.com/view/knes-4523/assignment-6>
- Flipgrid Code: 39e887c2

Assignment 7: 2 Social Media Facebook campaigns in relation to Marketing & Public Relations/Communications and Customers: Peer Reviewed and Feedback (100- points) - Due March 10th & March 11th Flipgrid peer-review
Choose Either A or B and C to create a social media Facebook campaign.

Part 4 - Risk Management

Assignment 8: Shelly Story - Neglect - Plan to Minimize Risk (50 points) -Due April 6th
<https://sites.google.com/view/knes-4523/assignment-8>

Assignment 9: Legal Foundation For Managers (50 points) Due March 24th Flipgrid Due March 25th noon.

Research and find a recent case of discrimination that was contested in the courts related to the leisure and recreation field. Outline the case, the final decision, and your opinion of the case. Make sure you include the source of your case and the date.

- See Google sites for the remainder of the directions.

Assignment 10: Budget Analysis (100 points) Due April 7th.

- You have been hired to design and build a 54 feet by 54 feet gym for the Kinesiology Department. Your goals are to:
 - Research the type of indoor floor you would install for the Kinesiology and Sport and Leisure Majors classes.
 - The cost required to lay the floor you have chosen/ and obtain 3 quotes
 - See the remainder of the directions in Google Sites.

Assignment 11 Kay Yow Cancer Fund (100 points) Due April 16th

You work for State University (SU). The Kay Yow Cancer Fund has approached SU and wants the Athletics Department to start a Play 4 Kay event (see <https://kayyow.com/play4kay/about/>). You have the permission of the university president to raise funds, but the fundraising activities must be branded as athletics, not the university as a whole. You decide to go ahead and create an event because your current women's basketball coach was a former player of Coach Kay Yow's.

See the remainder of the directions in Google Sites.

Assignment 12 Evaluation (50 points) Due April 28th

1. Recently, parents from one of the beginner skating classes have been complaining about the instructor. As the manager, you decide to observe the program. Design a performance evaluation form and checklist you could use to observe the instructor and the lesson program

Flipgrid Introduction	20 points
Leadership Style	50 points
Management Philosophy	50 points
Vision and Mission	50 points
Job Description	30 points
Planning & Decision Making	100 points
Social Media	100 points
Shelly Story	50 points
Legal Foundation	50 points
Budget Analysis	100 points
Kay Yow Cancer Fund	100 points
Evaluation	50 points
Total Points	750

FINAL GRADE DETERMINATION

Please note that you must earn 300 points (60%) to pass this course.

A	90%	675 - 750
B	80%	600 - 674
C	70%	525 - 599
D	60%	450 - 524
F		<449

PROFESSIONAL EXPECTATIONS

Students are expected to behave academically, interpersonally, professionally, and collaboratively in a manner consistent with standards set by the West College of Education.

Plagiarism Statement

“By enrolling in this course, the student expressly grants MSU a ‘limited right’ in all intellectual property created by the student for the purpose of this course. The ‘limited right’ shall include but shall not be limited to the right to reproduce the student’s work product in order to verify originality, authenticity, and educational purposes.” [Student Handbook 2017-18](#)

Academic Honesty and Integrity:

Midwestern State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding and complying with the MSU Student Handbook.

It is the professor's intention to be as fair and impartial as is humanly possible. Therefore, all students will be asked to adhere to the same set of guidelines and rules UNLESS there are disabilities or documented extenuating circumstances that have been discussed with the professor and the Office of Disabilities. Please make sure you inform the professor as soon as any situation arises. Do NOT wait until the problem is compounded by poor class performance, poor attendance, etc.

Academic integrity is expected. This includes, but is not limited to, any form of cheating, plagiarism, unauthorized sharing of work, or unauthorized possession of course materials. The professor assumes that all students can be trusted. Please do not violate this trust. Violation of academic integrity will result in a failing grade for the course.

Senate Bill 11

Senate Bill 11 passed by the 84th Texas Legislature allows licensed handgun holders to carry concealed handguns on campus, effective August 1, 2016. Areas excluded from concealed carry are appropriately marked, in accordance with state law. For more information regarding campus carry, please refer to the University's webpage at [Campus Carry](#)